Philip Morris Promotional Services

Fulfillment Information Form and P.O. Box Request

his form to provide the basic, required information about a program. Upon receipt of complete information, a Fulfillment e will be selected and a P.O. Box # assigned. Forward this request to: Philip Morris Fulfillment Administrator, 120 Park ue - 14th 8th Floor, New York, New York 10017.

ired By: Camille Abbruscato Date Ordered: 12/28/92

Marking and Bcy. If Different. Specify Below:

e: Lisa Bozzo Company Name: _____

ess: LB Co. City/State/Zipcode: _____

uired Program Information:

ide ALL of the information requested below:

Program Number: _____ (Assigned by Fulfillment Admin.)

d: Cambridge 1993 Program Name: Defensive Direct Mail Program POS #: 6TO74

ram Description: Letter, coupons and survey will be sent to Cambridge names acquired before 5/1/93

ram Drop Date: 2/15/93 Program Expiration Date: 5/30/93 Est. Redemption Rate: 15%

e of Inbound Mail: (Check Only One)
- ☐ Consumer Pays Postage
- ☐ BRC
- ☒ BRE – 1 oz. or less
- ☐ BRE – 2 ozs. or less (more than 1 oz.)

Program To Be Mailed: (for Direct Mail Only)
- ☒ First Class
- ☐ Third Class

Total Circulation: 495,392

hod of Distribution: For tracking purposes, a separate P.O. Box # will be assigned for each Method and/or placement ss otherwise instructed. Complete Circ. and Est. Redemp. below for each method and/or placement.

cellaneous Distribution:

hod	Circ.	Est. Redemp.	P.O. Box Assigned*
ect Mail	495,392	15%	for survey 8874
s			
Pack			
Carton			
S/POP			
er			

Distribution by Magazine: On Page ☐ Tip-In ☐ Other ☐

Magazine Name	Circ.	Est. Redemp.	P.O. Box Assigned*

r PM Fulfillment Administrator use only.

e the following address for responses:

r PSC-fulfilled Programs:

Promotional Services Center
(Program Name)
P.O. Box (Box Number Assigned)
Kankakee, IL 60901 - 8874

For Programs fulfilled by others:

_____
_____
_____
_____

anager's Signature _____ Date ___/___/___

lfillment Services were bid out? ☐ Yes ☐ No

A separate Page 2 is Required for EACH Fulfillment Item Offered

2049028756

Source: https://www.industrydocuments.ucsf.edu/docs/zswn0004